

RECEIVED  
CENTRAL FAX CENTER

SEP 28 2005

PATENT

Docket No.: 1268-094

## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of

: EXPEDITED PROCEDURE  
: RESPONSE UNDER 37 CFR 1.116Yoram LEVANON *et al.*

U.S. Patent Application No. 09/534,170

: Group Art Unit: 3622

: Confirmation No. 2252

Filed: March 24, 2000

: Examiner: Yehdega Retta

For: METHOD FOR PRODUCING OPTIMUM-EFFECT MARKETING

AMENDMENT UNDER RULE 116

COMMISSIONER FOR PATENTS

P.O. Box 1450

Alexandria VA 22313-1450

Sir:

This paper is submitted in reply to the Office Action mailed *June 28, 2005*, which was made Final. Applicants respectfully request that the following amendments **as to form** be entered to place this application in condition for allowance.

CERTIFICATION OF FACSIMILE TRANSMISSION  
I HEREBY CERTIFY THAT THIS PAPER IS BEING FACSIMILE TRANSMITTED  
TO THE PATENT AND TRADEMARK OFFICE ON THE DATE SHOWN BELOW

*Kindra Bryant*  
TYPE OR PRINT NAME OF PERSON SIGNING CERTIFICATION

SIGNATURE

September 28, 2005  
DATE

571-273-8300  
FACSIMILE NUMBER